APPENDIX

Vol. 32, No. 49 December 7, 1973

AMERICAN SOCIETY FOR INFORMATION SCIENCE ANNUAL MEETING
Los Angeles, Calif., October 21-25, 1973

The 36th Annual Meeting of the American Society for Information Science, held at the Los Angeles Hilton Hotel on October 21-25, drew over 1,100 registrants. The theme of ASIS-73 emphasized the cost and benefits of the design and use of information systems. Each day's session began with an invited speaker addressing himself to the general theme, and following that, a technical program presenting formal debates, panel sessions, contributed papers, a doctoral forum, and sessions and workshops, organized by the special interests groups. Six movies were shown during the first three afternoons in the Information Science Theatre.

One goal of the conference was to increase the amount of information flowing directly to those in attendance. In addition to making the contributed papers available to the participants, each preregistrant received a computer-prepared list of those papers matching his indicated special interests. Participants were also encouraged to add to their badges color-coded paste-ons indicating their interests as a means of stimulating verbal exchanges.

New this year were the "epitomes," informal contributed papers comprising ten-minute reports on specific projects of current research, with each presentation followed by a five-minute discussion of the author's work. There were 124 epitomes scheduled throughout the conference, grouped into 18 categories that paralleled the SIG Divisions.

The Exhibits Program was again organized jointly with the Information Industry Association. Exhibitors not only displayed their information services, systems, products, and publications, but also scheduled afternoon sessions in which they provided practical demonstrations or discussions of their products or services.

One of the highlights of the meeting was a special report, presented Tuesday afternoon, October 23, by the team of U.S. Information Specialists who participated in the first U.S.-U.S.S.R. Symposium on Scientific and Technical Information held in Moscow on June 18-19. Significantly, the final printed report was placed on sale officially in Los Angeles and Washington upon completion of this presentation. The group, led by Lee G. Burchinal, Head of the Office of Science Information Service, National Science Foundation, also spent 10 days in the Soviet Union visiting key information organizations in Moscow, Novosibirsk, Yerevan, and Kiev.

The purpose of the symposium and subsequent site visits was to give the U.S. group an opportunity to learn more about the Soviet system for providing science and industry with needed scientific and technological information, and to explore feasible areas for possible future cooperation. Reflecting their style of centralized national planning, the Soviets are well advanced in their development of an integrated national information system embracing both science and technology. The U.S. group was particularly impressed by the importance given to information services by the highest levels of scientific and technological management in the Soviet Union and the constituent republics.

The panel session, with Melvin S. Day, Deputy Director, National Library of Medicine, serving as chairman, included the following members of the U.S. group, besides Dr. Burchinal; Scott Adams, George Washington University; Dale Baker, Chemical Abstracts Service; Bart Holm, E. I. Dupont de Nemours and Co.; Jerome Luntz, McGraw-Hill Publications Co.; and Vladimir Slamecka, Georgia Institute of Technology.

ASIS-73 got underway Monday morning, October 21, with the usual welcoming speeches, including a noteworthy presentation by a deputy to the mayor of Los Angeles on the importance of a computerized data bank that is being developed by the city of Los Angeles to assist in solving many of its problems including crime, traffic, pollution, as well as other problems of a pressing nature in metropolitan areas.

These preliminaries were followed by the first debate session on copyright. The discussion was to consider the proposition that "it shall not be considered a copyright infringement for research purposes to make copies of all or parts of publications when they resulted directly from work supported in whole or in part by the Government through grants, paid charges, or other funding mechanisms," but tended to expand into the general problem of reproducing copyrighted materials. The audience voted on which side had the better argument; 95 were in favor and 20 against the proposition. The session's chair-

man was Ben H. Weil, Librarian of the Esso Research and Engineering Co. Stephen Breyer of the Harvard Law School and Johanna Tallman of the California Institute of Technology were for the proposition, while Arthur J. Greenbaum, partner in the firm of Gowan, Liebowitz, and Latman and co-counsel for Williams and Wilkins, and Joseph H. Kuney, John Wiley and Sons, Publishers, were against the proposal.

During the Monday afternoon general session, representatives from ASIS, SLA, the National Microfilm Association (NMA), and the California Library Association discussed the cost of the benefits derived from being a member of a professional society devoted to information handling. Panelists were Edythe Moore, President-elect, SLA; Richard Donaldson, NMA; Catherine Chadwick, past President, California Library Association; and Herbert S. White, President-elect, ASIS. Three main points were made during the panel discussion: (1) a strong plea for more attention by society members to the need for measurable proof of the benefits of society membership, (2) the need for reciprocal relationships between societies to reduce membership fees and attract a wider variety of members, and (3) the importance of ASIS as a bridge for members of subject orientated societies.

The keynote speaker for the Tuesday morning session was Jacob Marschak, Emeritus Professor of Business Administration and Economics at UCLA. His speech, entitled "Economics of Information Systems," enumerated the elements of and presented a formula for determining the cost effectiveness of an information system. Then followed a second debate on whether ASIS should go on record as advocating certification of information scientists and preparing a program to achieve certification in 1976. The result of the audience vote was that 28 members of the audience voting felt those in favor of the resolution had presented the better case and 44 felt those opposed presented the strongest arguments. Harold A. Wooster, National Library of Medicine presided over the session.

During the afternoon session and running concurrently with the review of the U.S.-U.S.S.R. Symposium on Scientific and Technical Information, the highlights of the *Annual Review of Information and Science Technology* (ARIST) (Vol. 8, 1973) were presented. Carlos A. Cuadra, System Development Corporation, Santa Monica, the editor of this publication, which describes and appraises the activities, development, and trends in information science and technology during 1972, served as chairman. Among the more significant chapters in the report are those on the economics of information by Michael D. Cooper and information and society by Edwin B. Parker.

The keynote speaker at the Wednesday morning general session dealing with the New York Times Information Bank was John Rothman, who is in charge of the operation. The New York Times Information Bank was designed for users to contact directly without the interposition of a librarian. It now contains about four years of the *Times* and selections from several other publications. The *Times* original is on microfilm; the articles are recorded on fiche. In the six years since the program began, over $3,000,000 has been spent and the 1973 budget, alone, calls for $1,800,000. The biggest expense is hardware; the second, the cost of building the data base. Each item is estimated to cost $5 and the annual increase rate is between 200,000-250,000 items. There is a discrepancy in these two figures but, since a part of the rate is in the *New York Times Index*, which was already in existence, the cost of its inputting is not included. The third most expensive cost is software, and the fourth, marketing and promotion. The first outside customer, the University of Pittsburgh, participated for the purpose of identifying problems and determining the feasibility of the program and was subsidized by the New York Times. Today, there are 14 subscribers and eight customers are waiting to be installed in the system. Cost to the subscribers is $605-$1350 per month. Marketing officials estimate the number of potential subscribers to be between 300 and 800 including industries, financial institutions, and research libraries. Dr. Rothman addressed the question of why the New York Times is in the information bank business by noting that, historically, while developments of the 1960's resulted in most newspapers automating production, labor prevented the New York papers from doing so. Automation was important and seemed to offer many advantages; therefore the *Times*, even though it could not adopt the latest production methods, considered the possibility of applying this new technology and analyzed the economic rationale.

The considerations may be summarized under eight groupings, the first five of which were peculiar to the New York Times. First, the *Times* formed the principal component of the data base, significant because it has been accepted as "the newspaper of record." The *Times* alone could not support a data base so selections from 55 other publications are being used to supplement this material. Second, the *Times* was

already a well-established information base; its back-issue collection and index extended over 100 years. Third, the information bank could draw on an established indexing experience and staff. By computerizing the production of an index, it already had much more material available at little cost. Fourth, the information bank incorporated the index, thereby foregoing the process of inputting into the data bank and producing tapes for the index. Fifth, the bank replaced the morgue as a principal source for staff use. Sixth, the bank was originally planned for general public but it soon became evident it could not support such a function because there was no way to retrieve the costs, no apparent way to bill the customers. Consequently, the Bureau established for the public use was abolished although calls continue to come in and are handled to the extent possible. Seventh, the bank seemed to offer better and faster service for the staff. And eighth, several applications were originally planned for the information bank but it soon became clear the core was too limited. Several of the planned applications had to be handled differently; because it was too difficult and costly to use multiple applications, the system is a dedicated system, not a time-shared one.

After many studies and much consideration, the decision was made to go ahead in 1969 with the information bank. As it turned out, 1969 was the last year of euphoria in the data processing industry, one year before the downturn. The record of 1970 proved that fewer users than anticipated would be able to pay the price. In May 1973 new subscription rates were publicized. Users would probably have appreciated a more extensive coverage and broader base, but it is impossible to tell whether they would have paid for the added expense. It is impossible at this time to anticipate new demands as new capabilities are developed.

The Wednesday debate session discussed the proposition of ASIS taking a leadership role in developing and establishing standards required by the information science community. Stella Kennan of the National Federation of Abstracting and Indexing Services was chairman. Those in favor of the resolution were James L. Wood, Chemical Abstracts Service, and Henriette D. Avram, Library of Congress, and against, Walter Carlson, IBM Corporation, and Margaret Fox of the National Bureau of Standards. Following established practice, the audience voted on the resolution based on which side had the best arguments and the results were: 14 in favor and 25 against the resolution.

Immediately following the general session at which Dr. Rothman spoke, the annual business meeting listened to the reports of officers and committees, and results of the election for 1973-74 were announced: President-elect, Dale Baker, Chemical Abstracts Service; Treasurer, Douglass Price, Leasco; Councillors-at-Large, Mary Berger, Ferro Corporation, and Robert Kennedy, Bell Labs. Vladimir Slamecka, Georgia Institute of Technology, who was named Chairman of ASIS '74 annual meeting, and James Rush, Ohio College Library Center, were also elected members of Council.

At the Annual Awards Banquet held Wednesday evening, the following presentations were made: Best Information Sciences Book to Michael Arbib for *The Metaphorical Brain,* published by John Wiley and Sons; the Elaine D. Kaskela Award for Best Chapter or SIG Newsletter to the Pacific Northwest Chapter for "Points Northwest," edited by Darlene Myers; the SIG/Technology Information and Society (TIS) Award to "Newsletter," edited by Margaret Adams; the best JASIS paper to William Cooper for "On Selecting a Measure of Retrieval Effectiveness," which appeared in JASIS (March-April 1973); the Outstanding Information Sciences Movie Award to Document Associates for the movie "Computers Challenging Men's Supremacy"; the best ASIS Student Member Paper to Susanne M. Strong, for "Algorithm for Generating Structural Surrogates of English Text"; and the Annual Award of Merit to Jesse Hauk Shera, "in recognition of over 40 years of active service in the field of Librarianship, in recognition of his pioneer work in the field of documentation and library automation, in recognition of his unwavering dedication to the profession, and above all in recognition of his unique contribution towards a philosophy of library and information science."

The Thursday morning general session keynote speaker was John Ottina, Acting Commissioner of Education, U.S. Office of Education, Department of Health, Education and Welfare, who spoke on the "Politics of Information." Then came a general session devoted to the accomplishments, progress, and future plans of the National Commission on Libraries and Information Science (NCLIS). The chairman of this session was Charles H. Stevens, Secretary of NCLIS, and the speakers were Bessie Boehn Moore of the State Department of Education for Arkansas; Carlos Cuadra of System Development Corporation, Santa Monica; Joseph Becker of Becker and Hayes Inc., Los Angeles; and Melvin Voigt of the University of California, San Diego. The afternoon session on

"Micrographics: Their Place, Their Use, Their Future," under the chairmanship of Don Muntz, Micrographics Consultants, Inc., was a general summary of the annual conference of the National Microfilm Association held earlier this year.

Concurrently with the general session, other than the plenary sessions each morning, were meetings of various special interest groups. Since coverage of all of these by any one person was impossible, most of the papers are to be published in the proceedings.

An interesting aspect of this convention was the recording on tape of all the sessions in their entirety with tape cassettes available for purchase soon after each meeting. This technique had been tested at the 1972 convention, and tapes of these sessions were also available. Another noteworthy development was the restriction on the use for publication of materials presented at the sessions. Pursuant to the ASIS council resolution on publication and dissemination rights, approved on July 27-28, 1972, the Society retains the right of first publication and dissemination by any medium of any "work," including recordings of audience comments and statements in public floor discussions. [*S. Branson Marley, Jr.*]